



# SITE SEARCH

Future Thinking

ATT\_Site

Search\_Wireframes\_FutureThinking\_v2\_100109.vsd

Thursday, October 01, 2009

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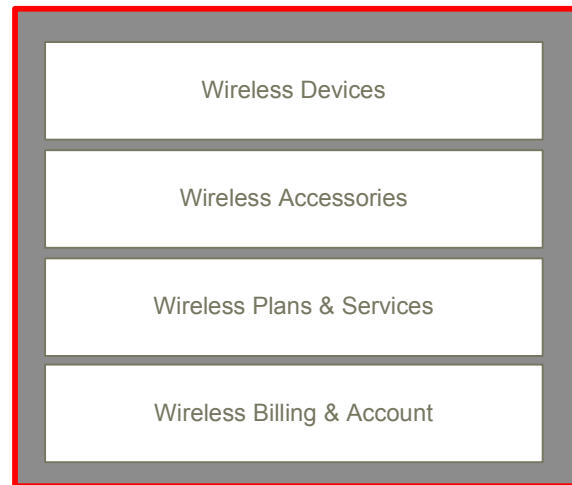




# Search Result Page Elements

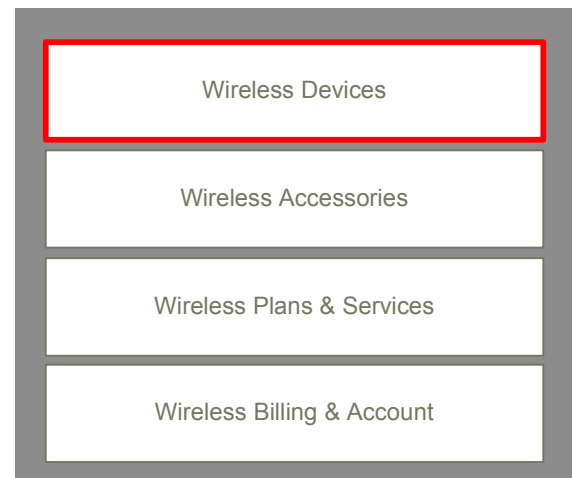
## Themes:

Set of groups editorially selected based on search query. Hence, the topics will be dynamic based on the search query that was inputted. Concepts are created by content staff to support popular searches (the head of the search curve). The example below shows the wireless theme. This theme would appear as the search results when a wireless topic, product, etc is queried.



## Groups:

Set of similar information. The groups and corresponding children/filters/categories pivot from the query. Often the results set will have unique characteristics that warrants their display together. A group can include filters, iconography, unique listing layout. In general unless it is a 'generic' theme, like listings should be grouped with like listings. The example below would include filters and iconography that are associated with the wireless devices results set. These are represented by the grey boxes.



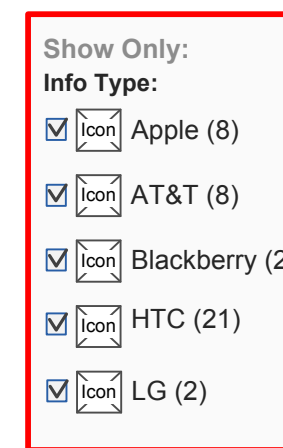
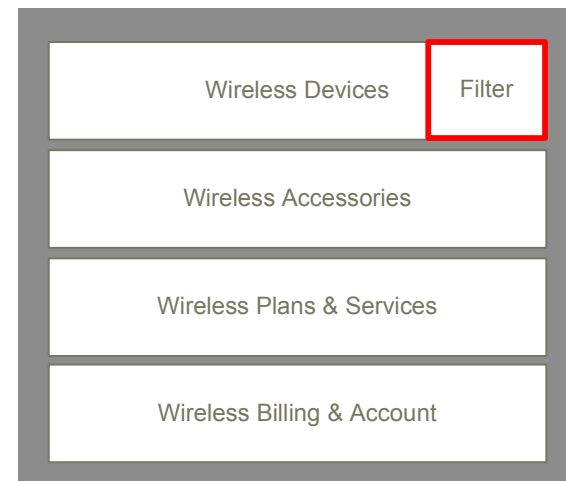
### A group can include:

- Product verticals
- Product vertical categories

*(One of the above set... not mixed.)*

## Filters:

Narrows listings within a group. Filters can be made up of either sub categories or attributes. The example below shows a filter for the wireless devices listing.



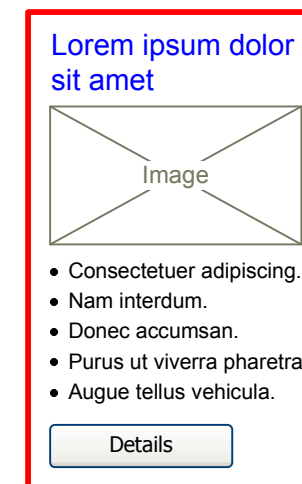
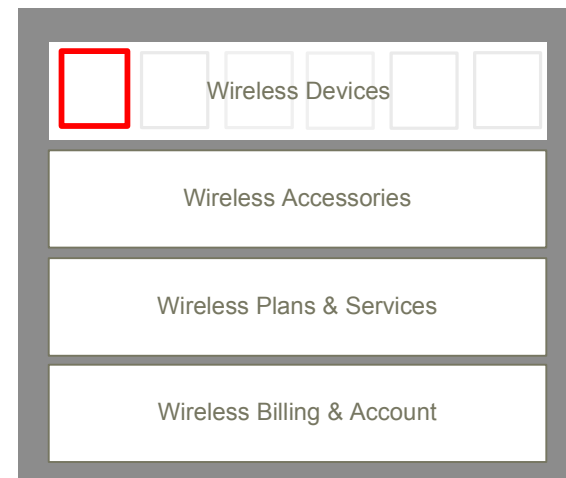
### A filter can control:

- Product verticals
- Product vertical categories
- Info type
- Other listing attributes

*(No nested filters.)*

## Listings:

Granular grouping of information. Multiple listings reside within a group. The example below shows one of the listings for the Wireless devices grouping.



### A listing type can be treated specially:

- Generic text
- Product summary
- Video
- Text with info type indicator

*(Listing treatments will not be mixed within a group.)*

# Information Sets

**Note:** The information sets seen here relate to the Residential portion of the site. A follow up activity can perform similar analysis for Small Business and Enterprise.

## Top Level Sets:

Categories are found under each vertical. Some or all of these categories may be displayed, depending on what results are returned. Generally, the default order displayed should work for most queries – but it could change based on the query focus and priority. Note that the timing structure reflected by the order of the product vertical groupings (Shop Wireless Device, Shop Accessories, Shop Services & Plans, etc.) telegraphs the ownership experience and thus encourages buying.

### Product Categories

#### Wireless:

- Devices
- Accessories
- Plans & Services
- Billing & Account
- Support
- Apps & Downloads

#### Internet:

- Plans & Services
- Products
- Billing & Account
- Support

#### U-verse & Advanced TV:

- Plans & Services
- Billing & Account
- Support

#### Home Phone:

- Phones & Accessories
- Plans & Services
- Billing & Account
- Support

### Non-Product Categories

#### Corporate:

- Careers
- About AT&T
- Press Room
- Contact AT&T

#### Stores & Centers:

- Stores & Centers Types
- Outlet Types
- Distance

## 2<sup>nd</sup> Level Sets:

There are other sets of data that can be grouped with a parent. These listings can be used as groupings, as well as be seen in attribute filters within the search results. The listings are as follows.

#### Devices, Accessories, Products, Plans & Services:

- Attribute Filters

#### Support:

- Information Type: e.g. Video, Forums, Tutorials (pgs. 12, 21)
- Sub Categories: e.g. Services, Billing, Features (pgs. 12, 21)

#### Careers:

- Type
- Geography

## Guidelines -- using Product Verticals and Other Categories:

This is a flexible model. The groups and corresponding children/filters/categories depend/pivot on the query. This means that a number of variations may apply. However, at any one time display only two levels of information: group & filter. Nested filters will not apply. Note that this approach would require very good tagging and possibly even creation of a rich taxonomy.

### 1) Product Vertical:

2) Product Categories

Example:

#### Internet:

- Plans & Services
- Products
- Billing & Account
- Support

### 1) Product Category

2) Product verticals

Example:

#### Support:

- Wireless
- Internet
- U-verse & Advanced TV

### 1) Product Vertical/Category:

2) Attribute Filters

Example:

#### Wireless/Devices:

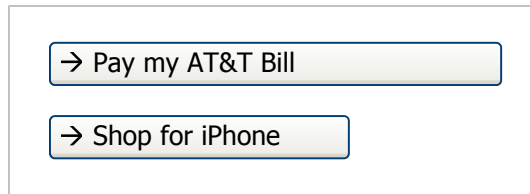
- Manufacturer
- Price
- Talk Time

# Exact Matches

Links or special presentations within a group. Used when exact matches to content or a task are found. These are editorially selected for high priority tasks and products. The exception is for support - exact matches may be machine generated.

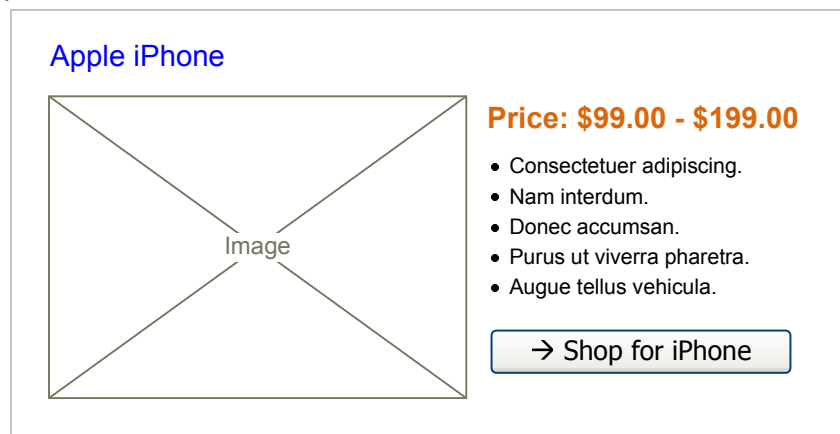
## Task Matches:

These are used to drive people to a page specifically designed to complete the desired task.



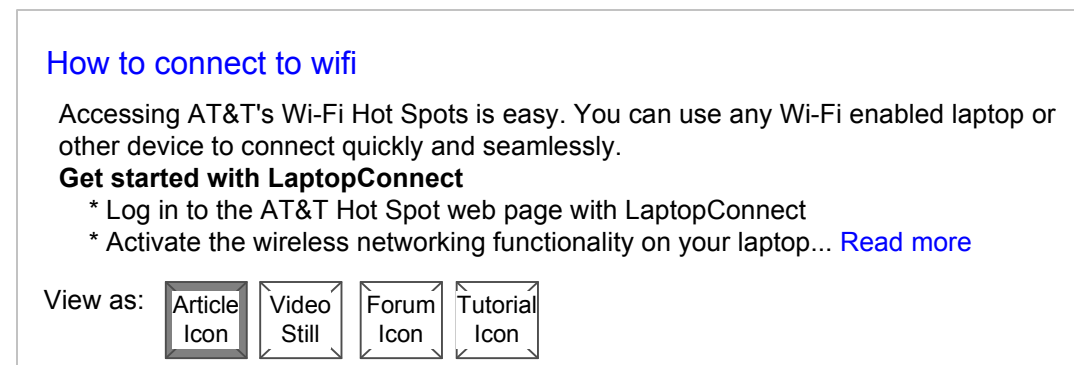
## Product Matches:

These are used to drive people to a page specifically designed to sell a high priority product.



## Question/Support Matches:

These are used to answer a support query by surfacing detailed content on the page. Clicking the read more link would open the corresponding support page.



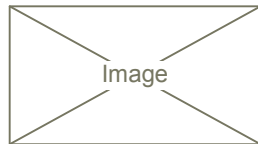
# Listing Types

## Listing Types

### Wireless Devices, Wireless Accessories:

Used for 'shop' listings.

Apple iPhone 3G – 8 GB - Black  
Motorola MOTO™ EM330

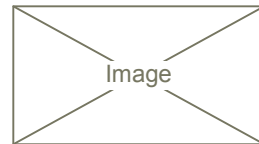


Price: \$99.00  
(After Mail In Rebate)

Total Due Today:  
\$299.00

[Add to Cart](#)

[Details](#)



Price: \$99.00

[Add to Cart](#)

[Details](#)

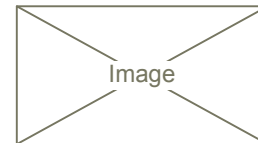
#### Includes:

- Manufacturer
- Model/Name
- Image
- Cost

### Wireless Plans & Services:

Used for 'shop' listings.

AT&T Unity<sup>SM</sup>



- Unlimited calling to more than 120 million AT&T customers
- Rollover minutes

[Details](#)

#### Includes:

- Plan Type
- Image
- Benefits
- Cost

### Support:

Used for support listings.



[Reset Voicemail Password Using iPhone](#)

There are four ways to reset your standard voicemail password or your Visual Voicemail (VVM) password on your iPhone...

#### Includes:

- Info Type Icon or Video Still
- Title
- Summary
- Product Type (if not in title)

### Generic, Text Only:

Used in groupings with mixed category results.

[Contact AT&T](#)

You can contact AT&T directly through phone, in person, or by email...

#### Includes:

- Title
- Summary
- Product Type (if not in title)

### Physical Location:

Used for location listings.

[AT&T Store \(.3 mi\) - Directions](#)

123 Main Street New York, NY 10128  
212-444-1221

Services: AT&T Internet Payment Services, Wireless Bill Payments – Cash & Credit

#### Includes:

- Store Type
- Address/Contact Information
- Services Summary

# Filters

## Wireless Devices, Wireless Accessories:


Used for 'shop' listings. Filters for different results are dynamic based on the amount of items to filter.

**Show Only:**


**Manufacturer:**  
[Select All](#) | [Clear All](#)

- Apple (8)
- AT&T (4)
- BlackBerry (3)
- HTC (7)
- LG (2)
- Motorola (1)

**Price:**



**Talk Time:**  
(hrs per charge)



**Show Only:**

**Manufacturer:**  
[Select All](#) | [Clear All](#)

- [Apple](#) (3)
- [Blackberry](#) (2)
- [Compaq](#) (1)
- [LG](#) (10)
- [Palm](#) (7)
- [More Manufacturers](#) (15)

## Wireless Plans & Services:


Used for 'shop' listings.

**Show Only:**

**Categories:**  
[Select All](#) | [Clear All](#)

- Individual Plans (8)
- Family Plans (4)
- Prepaid Plans (3)
- Data Plans (7)

**Price (per month):**



## Support:

Used for support listings. Categories will be dynamic based on the grouping of results.






**Group: Wireless**

**Show Only:**  
[Select All](#) | [Clear All](#)

**Categories:**

- Phone/Device (8)
- Bill & Payment (4)
- Features (3)
- Account (7)

**Info Type:**

-  Video (8)
-  Forum (8)
-  Tutorials (2)
-  Expert Answers (21)
-  Manuals (2)

**Group: Advanced TV**

**Show Only:**  
[Select All](#) | [Clear All](#)

**Categories:**

- U-Verse (8)
- DIRECTV (4)
- Homezone (3)
- DISH Network (7)

**Group: Manage Account**

**Show Only:**  
[Select All](#) | [Clear All](#)

**Categories:**

- Wireless (8)
- U-verse & Advanced TV (4)
- Internet (3)
- Home Phone (7)

## Generic, Text Only:

Used in groupings with mixed category results. If the results have multiple product verticals as groups, the corresponding categories become the filter attributes.

**Group: Billing & Account**

**Show Only:**

**Categories:**  
[Select All](#) | [Clear All](#)

- Wireless (8)
- U-verse & Advanced TV (4)
- Internet (3)
- Home Phone (7)

**Group: Wireless**

**Show Only:**

**Categories:**  
[Select All](#) | [Clear All](#)

- Devices (8)
- Accessories (4)
- Plans & Services (3)
- Billing & Account (7)
- Support (2)

## Physical Location:


Used for location listings.

**Show Only:**

**Stores & Centers Types:**  
[Select All](#) | [Clear All](#)

- AT&T Stores & Centers (60)
- Other Stores & Centers (15)

**Distance:**  
(mi from location)



**Outlet Types:**  
[Select All](#) | [Clear All](#)

- Apple iPhone (7)
- AT&T U-Verse Payment Services (2)
- Cellular One (6)
- Equipment Recycling Program (10)
- Prepaid – Go Phone Equipment (3)
- Wireless Bill Payments – Cash & Credit (7)
- Wireless Bill Payments – Credit Card only (4)
- Wireless Sales (21)



# Wireframes



## **Attribute Filter Grouped by Product Vertical/Category**

User searches for a manufacturer, in this case “lg”, and is returned a wireless product vertical, grouped by category with corresponding filters for each grouping. Categories include: Devices, Accessories, Services & Plans and Support.

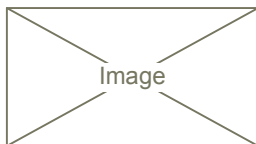


Search for:  Go

Search Results  Search tips

Wireless Devices (6)

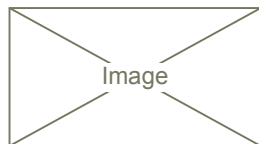
LG Xenon™ - Blue



Price: \$99.00 (After Mail In Rebate)  
Total Due Today: \$299.00

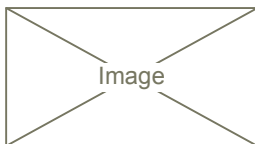
Add to Cart  
Details

LG VU™



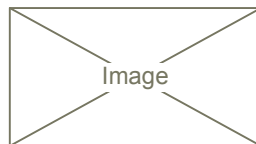
Price: \$99.00  
Add to Cart  
Details

LG Neon™



Price: \$99.00  
Add to Cart  
Details

LG INCITE



Price: \$99.00  
Add to Cart  
Details

Show Only: Price:



Talk Time: (hrs per charge)



Shop for LG Devices

Related Searches

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum peccat
- Interdum volgus videt
- Lorenzino

Popular Searches

- Lorem ipsum
  - Lorem ipsum
  - Lorem ipsum
  - Lorem ipsum
  - Lorem ipsum
- Show more

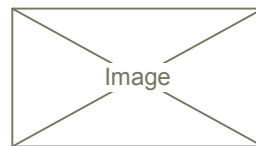
My Past Searches

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

All Wireless Device Results

Wireless Accessories (18)

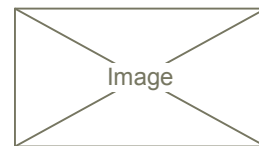
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

Details

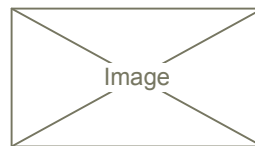
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

Details

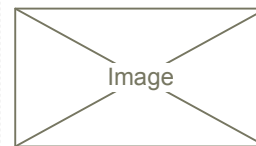
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

Details

Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

Details

Show Only: Manufacturer:

- Apple (3)
- Blackberry (2)
- Compaq (1)
- LG (10)
- Palm (7)
- More Manufacturers (15)

Price:



Shop for LG Accessories

All Wireless Accessories Results

- Results within single product vertical
- Matches in multiple groups
- Exact match to shopping task – drive to specific page in shopping section filtered by query
- For Manufacturers filter, the 5 manufacturers with the most results should appear in alphabetical order. When the user clicks see all, all the manufacturers with results should expand downward.
- A piece of future work could be to take advantage of the page the user is searching from in order to determine search results.

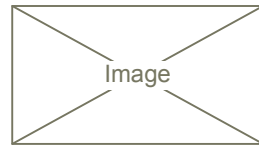
Best bets are implicit in this model. Top ranked group is pushed to top and top ranked listings are pushed to top of group.

Interactive elements are mostly designed to follow the Site Search Phase 2 project, and can be defined in more detail at a later date. This comment applies throughout the rest of the document.

(Sample Interactions: Filters, “View more” links, “Shop for” button, computing related/popular searches, Expand/collapse groupings, selecting & computing related videos, hovering over search results to see supporting information.)

▼ Wireless Services & Plans

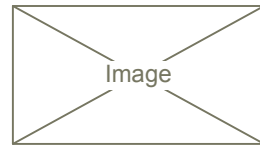
LG Neon Package



- Includes new LG Neon
- Bluetooth 2.0
- Quick Messaging
- Mobile Email
- Choice of individual plan

Details

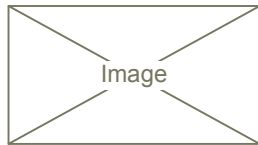
LG Xenon Package



- Includes new LG Xenon
- Touch screen & slide out keyboard
- Quick Messaging
- Choice of individual plan

Details

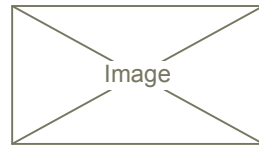
LG VU™ Package



- Includes new LG VU™
- Auto – focus camera
- Choice of individual plan.
- Upgraded picture msg plan

Details

LG Shine™ Package



- Includes new LG Shine™
- Enhanced text messaging option
- Mobile Email
- Choice of individual plan

Details

Show Only:

Categories:

Select All | Clear All

- Individual Plans (8)
- Family Plans (4)
- Prepaid Plans (3)
- Data Plans (7)

Price (per month):



[All Wireless Services & Plans Results](#)

▼ Wireless Support (42)



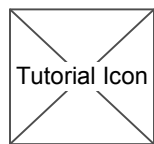
Lorenzino. [nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



Lorenzino. [nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



Lorenzino. [nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



Lorenzino. [nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



Lorenzino. [nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

Show Only:

Categories:

Select All | Clear All

- Phone/Device (8)
- Bill & Payment (4)
- Features (3)
- Account (7)
- Nihil imperdiet (2)
- Eleifend (1)
- Claritas est (2)

Info Type:

- Video (8)
- Forum (8)
- Tutorials (2)
- Expert Answers (21)
- Manuals (2)

[All Wireless Support Results](#)

- **Wireless Services & Plans does not have a global Shop for Wireless Services & Plans button due to the fact that there is no obvious filtering per manufacturer and therefore no specific destination page for the user to view.**

## Scenario 2

### **Prioritized Search Results**

User searches for iPhone and is returned a specialized set of results with the iPhone product result treated differently than the rest of the results and prioritized to the top.

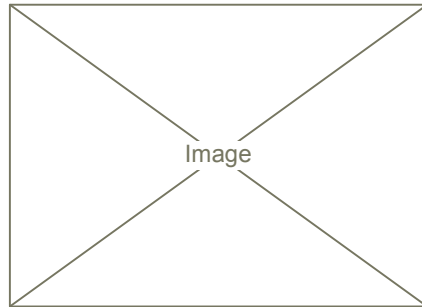


Find a Store | Log in | Register

Search for:  Go

# Search Results [Search tips](#)

## Apple iPhone



Price: \$99.00 - \$199.00

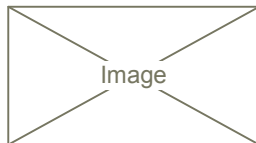
- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

[→ Shop for iPhone](#)

[Find an iPhone at a store near you](#)

### ▼ Wireless Accessories (18)

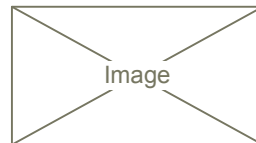
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

[Details](#)

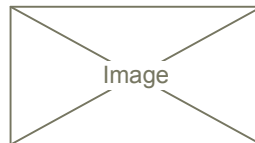
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

[Details](#)

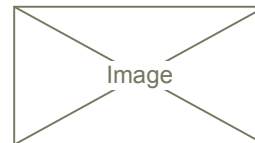
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

[Details](#)

Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

[Details](#)

Show Only:

Manufacturer:

- Apple (13)
- Blackberry (2)
- Compaq (1)
- LG (1)
- Palm (1)
- [More Manufacturers \(15\)](#)

Price:



[All Wireless Accessories Results](#)

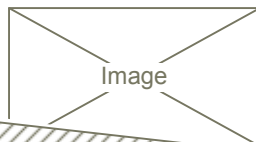
[→ Shop for iPhone Accessories](#)

### ▼ Wireless Services & Plans (12)

Lorem ipsum dolor sit amet



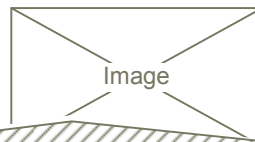
Lorem ipsum dolor sit amet



Lorem ipsum dolor sit amet



Lorem ipsum dolor sit amet



Show Only:

Categories:

- [Select All](#) | [Clear All](#)
- Individual Plans (8)
  - Family Plans (4)
  - Prepaid Plans (0)

#### Related Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum peccat](#)
- [Interdum volgus videt](#)
- [Lorenzino](#)

#### Popular Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Show more](#)

#### My Past Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

- Results within single product vertical
- Matches in multiple groups
- Exact match to shopping task – drive to specific page in shopping section filtered by query
- Editorially selected exact match – use for high priority products that have customize shop experiences

This layout is editorially specified for high priority queries. It is an example – more may be determined by mining the search data.

Best bets are implicit in this model. Top ranked group is pushed to top and top ranked listings are pushed to top of group.

## **Product Vertical Grouped by Product Category**

User searches for “cell phones” and is returned a wireless product vertical, grouped by categories (Devices, Services & Plans, Support) and the attribute filters that go along with them. This scenario shows an extended version of the Devices category due to the search query that was used.

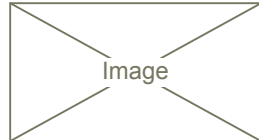


Search for:  Go

# Search Results [Go](#) [Search tips](#)

## ▼ Wireless Devices (200)

Apple iPhone 3G – 8 GB - Black



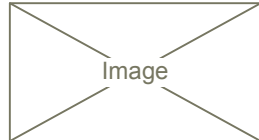
Price: \$99.00 (After Mail In Rebate)

Total Due Today: \$299.00

[Add to Cart](#)

[Details](#)

Motorola MOTO(TM) EM330

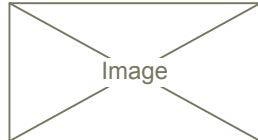


Price: \$99.00

[Add to Cart](#)

[Details](#)

Apple iPhone 3G – 8 GB – White (Refurb)

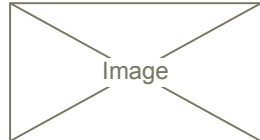


Price: \$99.00

[Add to Cart](#)

[Details](#)

Sony Ericsson W350



Price: \$99.00

[Add to Cart](#)

[Details](#)

### Show Only:

#### Manufacturer:

[Select All](#) | [Clear All](#)

- Apple (8)
- AT&T (4)
- BlackBerry (3)
- HTC (7)
- LG (2)
- Motorola (1)
- Nokia (2)
- Palm (5)

#### Price:



#### Talk Time: (hrs per charge)



### Related Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum peccat](#)
- [Interdum volgus videt](#)
- [Lorenzino](#)

### Popular Searches

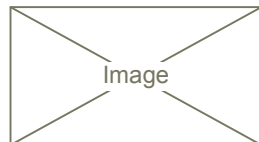
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

[Show more](#)

### My Past Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

Apple iPhone 3G – 8 GB - Black



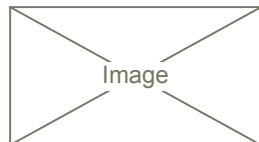
Price: \$99.00 (After Mail In Rebate)

Total Due Today: \$299.00

[Add to Cart](#)

[Details](#)

Motorola MOTO(TM) EM330

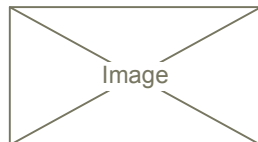


Price: \$99.00

[Add to Cart](#)

[Details](#)

Apple iPhone 3G – 8 GB – White (Refurb)

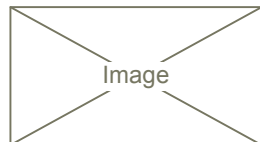


Price: \$99.00

[Add to Cart](#)

[Details](#)

Sony Ericsson W350



Price: \$99.00

[Add to Cart](#)

[Details](#)

[All Wireless Device Results](#)

[→ Shop for Cell Phones](#)

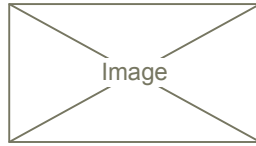
- Results within single product vertical
- High relevancy in one group – defaults to show more listings (only applies if one high relevancy group, if more than one, display equal amount of listings for each group)
- Matches in multiple groups – defaults to show less listings (if textual listings)
- Filters naturally expands or collapses to accommodate breadth of attributes in group
- Exact match to shopping task – drive to specific page in shopping section filtered by query

Best bets are implicit in this model. Top ranked group is pushed to top and top ranked listings are pushed to top of group.



▼ Wireless Services & Plans (12)

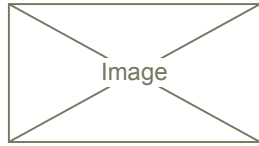
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

Details

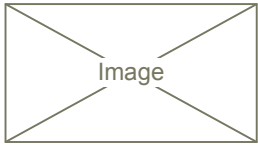
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

Details

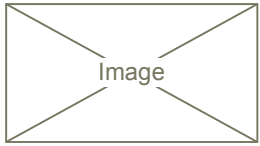
Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

Details

Lorem ipsum dolor sit amet



- Consectetuer adipiscing.
- Nam interdum.
- Donec accumsan.
- Purus ut viverra pharetra.
- Augue tellus vehicula.

Details

Show Only:

Categories:

[Select All](#) | [Clear All](#)

Individual Plans (8)

Family Plans (4)

Prepaid Plans (3)

Data Plans (7)

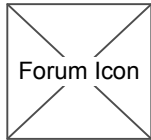
[All Wireless Services & Plans Results](#)

▼ Wireless Support (42)



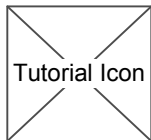
Lorenzino. [nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



Lorenzino. [nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



Lorenzino. [nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

Show Only:

Categories:

[Select All](#) | [Clear All](#)

Phone/Device (8)

Bill & Payment (4)

Features (3)

Account (7)

Nihil imperdiet (2)

Eleifend (1)

Claritas est (2)

[More filters](#)

[All Wireless Support Results](#)

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CXT Design

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File Name ATT\_Site\_Search\_Wireframes\_FutureThinking\_v2\_100109.vsd  
Page Name Cell Phones Cont'd  
Page ID

## **Results Within Multiple Product Verticals w/ relevancy in multiple categories**

User searches a generic term “international” and is presented with multiple product verticals as the groupings for search results.



Search for:  Go

# Search Results [Search tips](#)

## ▼ Wireless (201)

### [International Support](#)

AT&T **International** Support including **international** calling plans, rates, world packages and roaming overseas...

### [Wireless International Rates](#)

Learn about wireless **international** rates and roaming compatibility on your AT&T wireless phone...

### [International Packages](#)

Learn about AT&T's wireless **international** rates and packages with long distance calling, roaming and travel guide. ...

### [International Cell Phones & Devices](#)

See a list of AT&T wireless devices that work internationally...

### [Lorenzino. nam volgus videt, est ubi peccat](#)

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

[All Wireless Results](#)

## ▼ Home Phone (89)

### [AT&T PrePaid Phone Cards](#)

Learn about AT&T PrePaid phone cards for local, long distance and **international** calling...

### [BellSouth Long Distance: International Calling](#)

AT&T offers calling to over 220 **international** destinations and calling from over 90 countries...

### [Collect Call Pricing](#)

Collect & Operator Assisted Local Calling options from AT&T.

#### Show Only:

#### Categories:

[Select All](#) | [Clear All](#)

- Devices (8)
- Accessories (4)
- Plans & Services (3)
- Billing & Account (7)
- Support (2)

#### Related Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum peccat](#)
- [Interdum volgus videt](#)
- [Lorenzino](#)

#### Popular Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

[Show more](#)

#### My Past Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

- Results within multiple product verticals
- Relevancy in multiple categories
  - show standard listing number (5)
  - use generic textual listing format

Best bets are implicit in this model. Top ranked group is pushed to top and top ranked listings are pushed to top of group.



## **Product Vertical Grouped by Product Category**

User searches for “dsl” and is returned an Internet product vertical, grouped by internet specific categories (Products & Services, Support) and the attribute filters that go along with them.



Search for:  Go

# Search Results [Go](#) [Search tips](#)

## ▼ Internet Products & Services (15)

<p><b>Elite DSL</b> \$35.00 per month</p> <p>FASTEST Perfect for downloading movies and online gaming.</p> <p><a href="#">Learn more</a> <a href="#">Check Availability</a></p>	<p><b>Pro DSL</b> \$30.00 per month</p> <p>FASTER Best for downloading photos, videos and music.</p> <p><a href="#">Learn more</a> <a href="#">Check Availability</a></p>	<p><b>Express DSL</b> \$25.00 per month</p> <p>FAST Ideal for email, surfing, downloading larger files.</p> <p><a href="#">Learn more</a> <a href="#">Check Availability</a></p>	<p><b>Basic DSL</b> \$19.95 per month</p> <p>STANDARD Good for sending and downloading small files.</p> <p><a href="#">Learn more</a> <a href="#">Check Availability</a></p>	<p>Show Only: Price:</p> <p>FREE \$150 \$300</p>
---	---	--	--	--

[All Internet Products & Services Results](#)

[→ Shop for DSL Residential Services](#)

## ▼ Internet Support (57)

- [Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...
- [Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...
- [Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...
- [Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...
- [Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

Show Only:

**Categories:**  
[Select All](#) | [Clear All](#)

- Services (8)
- Billing (4)
- Fast Access **DSL** (3)
- Dial Internet Service (7)
- Additional Assistance (2)

**Info Type:**

- Video (8)
- Forum (8)
- Tutorials (2)
- Expert Answers (21)
- Manuals (2)

### Related Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum peccat](#)
- [Interdum volgus videt](#)
- [Lorenzino](#)

### Popular Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Show more](#)

### My Past Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

- Results within single product vertical
- Matches in multiple groups
- Option to display offer graphics
- Shopping task – drive to specific page in shopping section filtered by query

Best bets are implicit in this model. Top ranked group is pushed to top and top ranked listings are pushed to top of group.

## **Product Category Grouped by Product Vertical with Prioritized Results**

User searches a support issue and is presented results grouped by product vertical with the most relevant product vertical (Internet) being served up first. Note that the most relevant search result overall has been prioritized to the top.



Search for:  Go

Search Results can't connect to wifi  [Search tips](#)

[How to connect to wifi](#)

Accessing AT&T's **Wi-Fi** Hot Spots is easy. You can use any **Wi-Fi** enabled laptop or other device to connect quickly and seamlessly.

**Get started with LaptopConnect**

- \* Log in to the AT&T Hot Spot web page with LaptopConnect
- \* Activate the wireless networking functionality on your laptop... [Read more](#)

View as:  Article Icon  Video Still  Forum Icon  Tutorial Icon

▼ Internet Support (201)


Were you looking for: [Can't connect laptop to wifi](#)

-  [Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...
-  [Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...
-  [Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

[All Internet Support Results](#)

▼ Wireless Support (89)

Were you looking for: [Can't connect iPhone to wifi](#)

-  [Lorenzino. nam volgus videt, est ubi peccat](#)

Related Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum peccat](#)
- [Interdum volgus videt](#)
- [Lorenzino](#)

Popular Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Show more](#)

My Past Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)






Show Only:

Categories:

[Select All](#) | [Clear All](#)

- Services (8)
- Billing (4)
- Fast Access DSL (3)
- Dial Internet Service (7)
- Additional Assistance (2)

Info Type:

-  Video (8)
-  Forum (8)
-  Tutorials (2)
-  Expert Answers (21)
-  Manuals (2)

Show Only:

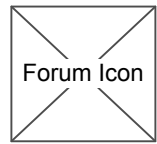
Categories:

[Select All](#) | [Clear All](#)

- Phone/Device (8)
- Bill & Payment (4)

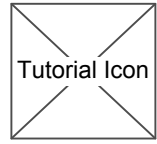
- Results within multiple product verticals
- Exact match to single result with multiple formats
  - Highlight textual format
  - Summarize, with option to consume within results
  - Cluster other format options
  - Reduce number of other listings to 3 (only if relevancy in multiple categories)

Note that "Were you looking for" content can be fueled by a thesaurus or by similar phrases found in other queries.






**Lorenzino. nam volgus videt, est ubi peccat**

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



**Lorenzino. nam volgus videt, est ubi peccat**

Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

-  Tutorials (2)
-  Expert Answers (21)
-  Manuals (2)

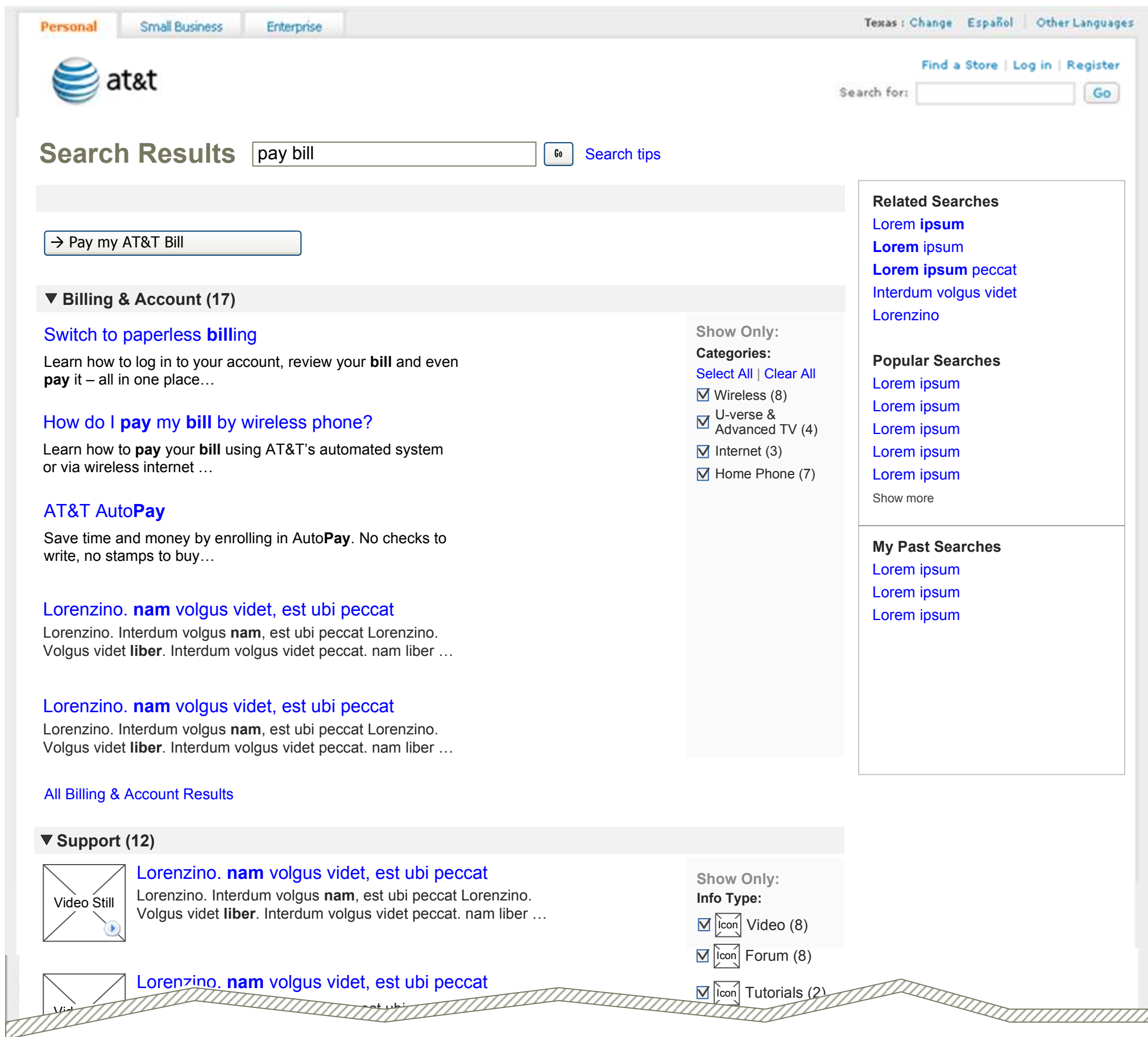
[More filters](#)

[All Wireless Support Results](#)



## **Task Grouped by Category with Prioritized Results**

User searches a task “pay bills” and is presented with task actions prioritized. The category groupings that are returned reflect the types of categories most relevant to the search query.



- Results within multiple product verticals
  - Exact category match
    - Categorize product verticals within
    - Defaults to show more listings (only applies if one high relevancy group, if more than one, display equal amount of listings for each group)
  - Matches in multiple groups – defaults to show less listings (if textual listings)
  - Exact match to billing task within multiple verticals
    - Highlight CTAs
    - Reduce number of other listings to 3 (only if relevancy in multiple categories)
  - Pay Bills is taking into account that AT&T is moving towards having one bill.
  - The product verticals have now become the attribute filters as opposed to the groups within the themes. This is an example of a 'data pivot', where data dimension are swapped.
- This layout is editorially specified for high priority queries. It is an example – more may be determined by mining the search data.

Best bets are implicit in this model. Top ranked group is pushed to top and top ranked listings are pushed to top of group.



## Scenario 8

### **Location based results w/ attribute filters**

User searches for a physical location “payment center” or “store” and is presented with results based on their location.



Find a Store | Log in | Register

Search for:  Go

# Search Results [Search tips](#)

All Results (48)

You can pay your AT&T bill online now: [→ Pay my AT&T Bill](#)

- 1) [AT&T Store \(.3 mi\) - Directions](#)  
123 Main Street New York, NY 10128  
212-444-1221  
Services: AT&T Internet Payment Services, Wireless Bill Payments – Cash & Credit
- 2) [AT&T Store \(.4 mi\) - Directions](#)  
545 E. 86<sup>th</sup> Street, New York, NY 10128  
212-434-2424  
Services: Wireless Bill Payments Cash & Credit
- 3) [AT&T Store \(.4 mi\) - Directions](#)  
233 E. 84<sup>th</sup> Street, New York, NY 10128  
212-566-2478  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales
- 4) [AT&T Store \(.7 mi\) - Directions](#)  
233 E. 78<sup>th</sup> Street, New York, NY 10122  
212-909-7878  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales
- 5) [AT&T Store \(.8 mi\) - Directions](#)  
121 E. 76<sup>th</sup> Street, New York, NY 10124  
212-232-5489  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales
- 6) [AT&T Store \(1.0 mi\) - Directions](#)  
233 W. 68<sup>th</sup> Street, New York, NY 10120  
212-778-2323  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales
- 7) [AT&T Store \(1.5 mi\) - Directions](#)  
12 E. 37<sup>th</sup> Street, New York, NY 10110  
212-565-8767  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales
- 8) [AT&T Store \(1.5 mi\) - Directions](#)  
233 E. 36<sup>th</sup> Street New York, NY 10111  
212-222-4563  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales

- Show Only:**
- Payment Types:**  
[Select All](#) | [Clear All](#)
- AT&T Advanced TV Payment Services (6)
  - AT&T Internet Payment Services (7)
  - AT&T U-Verse Payment services (7)
  - Wireless Bill Payments – Cash & Credit (10)
  - Wireless Bill Payments – Cash Only (8)
  - Wireless Bill Payments – Credit Card only (10)

**Distance:**  
(mi from location)

**Based on Your Location:**  
123 Main Street, New York, NY 10128  
[Change location](#)



[Go to Expanded View](#)

### Related Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum peccat](#)
- [Interdum volgus videt](#)
- [Lorenzino](#)

### Popular Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Show more](#)

### My Past Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

- When the map is clicked, it expands to a larger size and the results/filters shift to allow the expansion.
- This concept assumes the availability of the user's zip code and/or address, and the ability for the user to revise the information.
- Results in this view are prioritized by relevancy of type of location (payment center) in order of distance from the user's address/zip.

The decision to use text to highlight the stores' services instead of icons/images is to ensure that the treatment does not compete with the high visual priority of the map.





Find a Store | Log in | Register

Search for:  Go

Search Results

Go Search tips

All Results (48)

- 1) [AT&T Store \(.3 mi\) - Directions](#)  
123 Main Street New York, NY 10128  
212-444-1221  
Services: AT&T Internet Payment Services,  
Wireless Bill Payments – Cash & Credit
- 2) [AT&T Store \(.4 mi\) - Directions](#)  
545 E. 86<sup>th</sup> Street, New York, NY 10128  
212-434-2424  
Services: Wireless Bill Payments Cash &  
Credit
- 3) [AT&T Store \(.4 mi\) - Directions](#)  
233 E. 84<sup>th</sup> Street, New York, NY 10128  
212-566-2478  
Services: Wireless Bill Payments Cash &  
Credit, Wireless Sales
- 4) [AT&T Store \(.7 mi\) - Directions](#)  
233 E. 78<sup>th</sup> Street, New York, NY 10122  
212-909-7878  
Services: Wireless Bill Payments Cash &  
Credit, Wireless Sales
- 5) [AT&T Store \(.8 mi\) - Directions](#)  
121 E. 76<sup>th</sup> Street, New York, NY 10124  
212-232-5489  
Services: Wireless Bill Payments Cash &  
Credit, Wireless Sales
- 6) [AT&T Store \(1.0 mi\) - Directions](#)  
233 W. 68<sup>th</sup> Street, New York, NY 10120  
212-778-2323  
Services: Wireless Bill Payments Cash &  
Credit, Wireless Sales
- 7) [AT&T Store \(1.5 mi\) - Directions](#)  
12 E. 37<sup>th</sup> Street, New York, NY 10110  
212-565-8767  
Services: Wireless Bill Payments Cash &  
Credit, Wireless Sales
- 8) [AT&T Store \(1.5 mi\) - Directions](#)  
233 E. 36<sup>th</sup> Street New York, NY 10111  
212-222-4563  
Services: Wireless Bill Payments Cash &  
Credit, Wireless Sales

Show Only:

Payment Types:

- [Select All](#) | [Clear All](#)
- AT&T Advanced TV  
Payment Services (6)
  - AT&T Internet  
Payment Services (7)
  - AT&T U-Verse  
Payment services (7)
  - Wireless Bill Payments  
– Cash & Credit (10)
  - Wireless Bill Payments  
– Cash Only (8)
  - Wireless Bill Payments  
– Credit Card only (10)

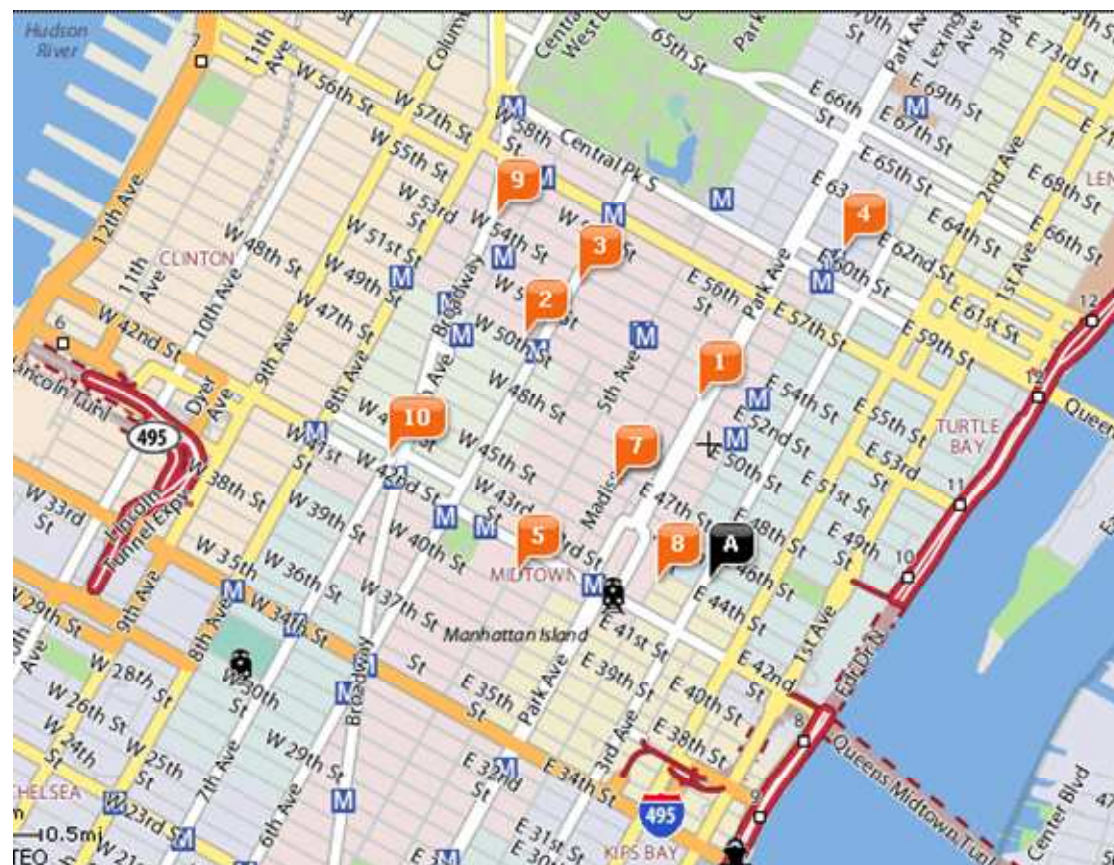
Distance:

(mi from location)



Based on Your Location:

123 Main, Street, New York, NY 10128 [Change location](#)



[Back to Collapsed View](#)

- The user sees this view when they click on the map to expand. They can click back to the collapsed results
- The right hand column has been removed as the user has taken a step deeper into the current search results. It should reappear if the user clicks back.

[All Results](#)





Find a Store | Log in | Register

Search for:  Go

# Search Results

[Search tips](#)

## All Results (75)

- 1) [AT&T Store \(.1 mi\) - Directions](#)  
123 Main Street New York, NY 10128  
212-444-1221  
Services: Cellular One, Wireless Bill Payments Cash & Credit, Wireless Sales
- 2) [Apple Store \(.1 mi\) - Directions](#)  
545 E. 86<sup>th</sup> Street, New York, NY 10128  
212-434-2424  
Services: Apple iPhone
- 3) [AT&T Store \(.2 mi\) - Directions](#)  
233 E. 84<sup>th</sup> Street, New York, NY 10128  
212-566-2478  
Services: Equipment Recycling Program, Prepaid – Go Phone Equipment, Wireless Sales
- 4) [AT&T Store \(.2 mi\) - Directions](#)  
233 E. 78<sup>th</sup> Street, New York, NY 10122  
212-909-7878  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales
- 5) [AT&T Store \(.3 mi\) - Directions](#)  
233 W. 88<sup>th</sup> Street, New York, NY 10123  
212-222-7871  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales
- 6) [Apple Store \(.5 mi\) - Directions](#)  
132 E. 64<sup>th</sup> Street, New York, NY 10125  
212-449-4378  
Services: Apple iPhone
- 7) [AT&T Store \(1.0 mi\) - Directions](#)  
54 E. 44<sup>th</sup> Street, New York, NY 10121  
212-434-0098  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales
- 8) [AT&T Store \(1.2 mi\) - Directions](#)  
100 W. 38<sup>th</sup> Street, New York, NY 10010  
212-656-5465  
Services: Wireless Bill Payments Cash & Credit, Wireless Sales

### Show Only: Stores & Centers Types:

- [Select All](#) | [Clear All](#)
- AT&T Stores & Centers (60)
- Other Stores & Centers (15)

### Outlet Types:

- [Select All](#) | [Clear All](#)
- Apple iPhone (7)
- AT&T U-Verse Payment Services (2)
- Cellular One (6)
- Equipment Recycling Program (10)
- Prepaid – Go Phone Equipment (3)
- Wireless Bill Payments – Cash & Credit (7)
- Wireless Bill Payments – Credit Card only (4)
- Wireless Sales (21)

### Distance: (mi from location)



Based on Your Location:  
123 Main, Street, New York, NY 10128  
[Change location](#)



[Go to Expanded View](#)

### Related Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum peccat](#)
- [Interdum volgus videt](#)
- [Lorenzino](#)

### Popular Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Show more](#)

### My Past Searches

- [Lorem ipsum](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

- All physical location results within a certain distance (state?) should be returned. They are ordered by distance from the user's address/zip.

[All Results](#)



## Rich Interaction Examples

The following screens show the user view of some of the rich interactions present in search such as opening a video from a result item as well as seeing more information about a search result.



### Search Results

#### ▼ Internet Support

Were you looking for:

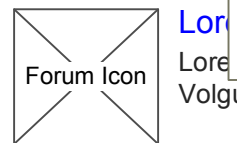
#### How to connect

Accessing AT&T's device to connect  
**Get started with**  
\* Log in to the A  
\* Activate the w

View as:



[Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



[Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...



[Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

[All Internet Support Results](#)

#### ▼ Wireless Support (89)

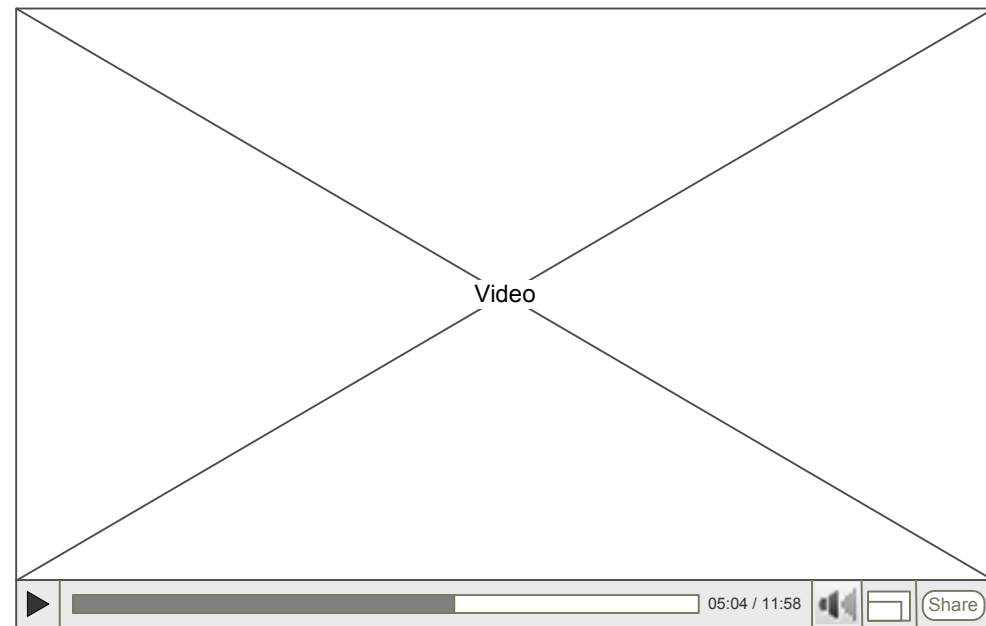
Were you looking for: [Can't connect iPhone to wifi](#)



[Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

- Show Only:  
Categories:  
[Select All](#) | [Clear All](#)
- Phone/Device (8)
  - Bill & Payment (4)
  - Features (3)
  - Account (7)

[Lorenzino. nam volgus videt, est ubi peccat](#)  
Lorenzino. Interdum volgus **nam**, est ubi peccat Lorenzino. Volgus videt **liber**. Interdum volgus videt peccat. nam liber ...

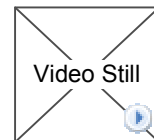


#### Related Videos:

[Lorenzino. nam volgus](#)



[Lorenzino. nam volgus](#)



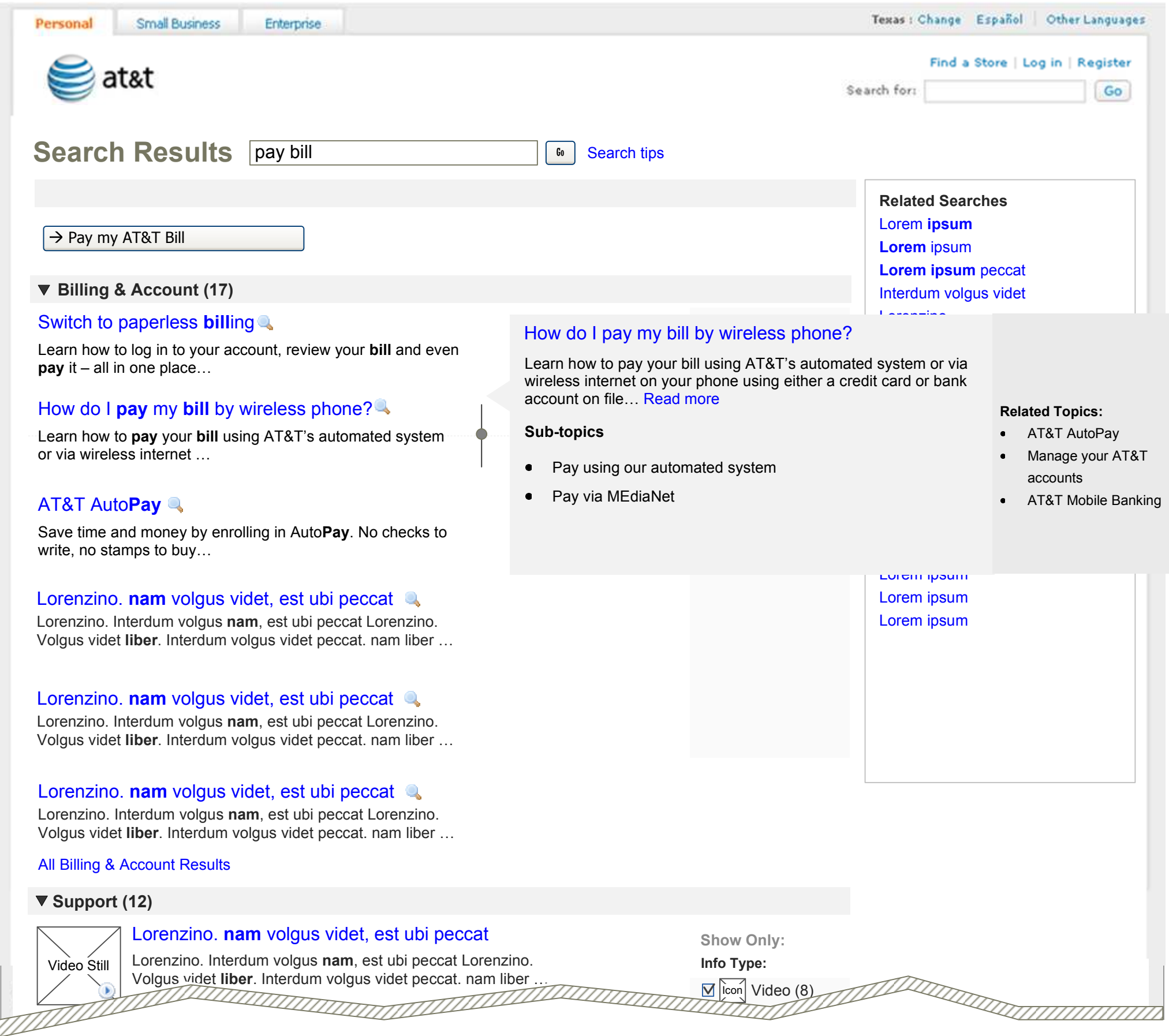
[Lorenzino. nam volgus](#)



Claritas est (2)

Appears upon click of video still





- The Vertical Line with the target (circle) appears upon mouse over. When the user then mouses over the target, the info window appears. The info window and target appear as long as the user has their mouse over any part of the search results. As soon as the user removes their mouse from the search result, the mouse and target disappear.
- The Read more link will take the user to the corresponding result.